The Indian EXPRESS

Pierce Brosnan's Pan Bahar ad banned in India, after getting massively trolled

The Pierce Brosnan Pan Bahar ad has now been banned from national and satellite television by none other than Central Board Of Film Certification Chief Pahlaj Nihalani.

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Pierce Brosnan, better known as the famous James Bond, shocked everyone when one fine morning, all newspapers flashed his picture holding a box of Pan Bahar instead of a gun! Without much delay, social media got flooded with trolls and jokes around the advertisement. The man who once defined style using his charm had now taken to Pan Bahar to look cool. Twitter, needless to say, had a field day.

It came, we saw and we trolled. The Pierce Brosnan Pan Bahar ad has now been banned from national and satellite television by none other than Central Board Of Film Certification Chief Pahlaj Nihalani.

“I haven’t seen the ad. But it is very difficult to believe Pierce Brosnan has done this. Money can hardly be a criteria when you’re selling death to people. However, he has chosen to do what he has done. But there is no way we can certify the ad. All paan masala, tobacco, alcohol ads are automatically and unconditionally banned,” he told DNA.

“Even the liquor ads showing big stars like Shah Rukh and Saif, which pretend to sell non-alcohol products while actually selling the alcohol brand, are illegal. You can’t use a name associated with an alcohol to sell any other product. I repeat, all paan masala ads are banned by the government on all public platforms.”
Now that the ad has been banned from airing on television, can we say, ‘Much ado about nothing!’?”

Previously Pan Bahar had given this particular statement to The Indian Express:
“As we support our country’s ‘Make in India’ campaign, we are proud to have Mr. Brosnan on board and would like to thank him for lending his image for the short film of Pan Bahar and taking the brand to next level while making it classier with his elegance and style. There is rave on social media regarding the new (ad) however we believe there is lack of awareness about the product that Mr. Brosnan has done a short film for – a Pan Masala (Indian mouth freshener) which has Betelnut, Lime, Catechu, Cardamom seeds, Sandal wood oil, and Kewara in it and there is NO Tobacco No Nicotine content in this product. Also confirming there is no tobacco product under this brand name… attached (is) the certificate for the declaration of NO Tobacco, No Nicotine from the brand. We need to convey the same to media so that they are aware of the fact before publishing any negative comments.”

All said and done, the latest campaign of Pan Bahar surely gave it enough spotlight. After all, all publicity is good publicity!